



News Advisory

For Immediate Release

Monday, March 23, 2009

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Youth to Rally for Kick Butts Day

- WHO:** The Phoenix Alliance, Utah's anti-tobacco youth revolution and Project: 1200
- WHAT:** Youth advocates against tobacco will display body bags while riding TRAX, eating a meal or visiting a coffee shop, then rally at the Salt Lake City Public Library and create a giant awareness ribbon out of body bags.
- WHERE/WHEN:** Wednesday, March 25, 2009
- 3:30 – 3:55 p.m.**
Body bag displays to show Big Tobacco's manipulation at:
Smith's Marketplace, 455 S 500 E, 3:15 p.m.;
The Sky Box Arcade, 4 S. Rio Grande Street, 3:30 p.m.; and
Burger King, 217 E 400 S, 3:45p.m.
- 4:00 – 4:30 p.m.**
Youth will rally and arrange body bags into the shape of a giant awareness ribbon at the Main Library, 210 E. 400 S., SLC.
- 4:30 – 4:55 p.m.**
Display giant awareness ribbon at the Main Library.
- 5:00**
Load body bags into hearse to close rally.
- WHY:** One in every three smokers will die from their addiction. Kick Butts Day is a reminder of the deadly effects of tobacco. For more information, visit www.utahphoenixalliance.org.

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